This Listing of Claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. (Previously Presented) A computer-implemented method comprising:

(a) receiving, at a computing device, a selection of an object displayed in an electronic programming guide (EPG);

(b) modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, wherein the non-textual attribute after each modification visually indicates a number of times the object has been selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

(c) modifying the display of the object in accordance with the modified non-textual attribute.

2. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

3. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

4. (Previously Presented) The computer-implemented method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

5. (Previously Presented) The computer-implemented method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

6. (Previously Presented) The computer-implemented method of claim 5, wherein the expiration value limit is a time limit.

7. (Previously Presented) The computer-implemented method of claim 5, wherein the expiration value limit is related to frequency of object selection.

8-10. (Canceled)

11. (Currently Amended) An apparatus comprising:

a processor; and

memory ~~configured to store~~storing computer readable instructions that, when executed by the processor, cause the ~~processor to perform a method comprising~~apparatus to:

~~receiving~~ receive a selection of an object displayed in an electronic programming guide (EPG);

~~modifying~~ modify a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, the non-textual attribute after each modification visually indicates a number of times the object has been selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

~~modifying~~ modify the display of the object in accordance with the modified non-textual attribute.

12. (Previously Presented) The apparatus of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

13. (Previously Presented) The apparatus of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

14. (Previously Presented) The apparatus of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

15. (Previously Presented) The apparatus of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

16. (Previously Presented) The apparatus of claim 15, wherein the expiration value limit is a time limit.

17. (Previously Presented) The apparatus of claim 15, wherein the expiration value limit is related to frequency of object selection.

18-20. (Canceled)

21. (Currently Amended) A tangible machine-readable storage medium ~~embodying a sequence of~~storing computer readable instructions that, when ~~executable~~executed, cause ~~by~~ a machine to ~~to perform a method for modifying display information, the method comprising~~:

(a) ~~receiving~~ receive a selection of an object displayed in an EPG;

(b) progressively ~~modifying~~ modify a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein the non-textual attribute after each modification visually indicates a number of times the object has been selected, each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

(c) ~~modifying~~ modify the display of the object in accordance with the modified non-textual attribute.

22. (Previously Presented) The machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

23. (Previously Presented) The machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

24. (Previously Presented) The machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

25. (Original) The machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

26. (Previously Presented) The machine-readable medium of claim 25, wherein the expiration value limit is a time limit.

27. (Previously Presented) The machine-readable medium of claim 25, wherein the expiration value limit is related to frequency of object selection.

28-30. (Canceled)